



CHAPTER TEN

historic preservation element

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With its origins as a waterfront community, Barrio Logan is one of the oldest urban neighborhoods in San Diego. Initially developed as an affordable residential community with supporting commercial establishments, the area was closely tied to the establishment of the railroad and accompanying railroad speculation, and early industrial bayfront development. This era was followed by increased residential and commercial development during minority migration and immigration. Later development included increased maritime and Naval development of the waterfront, and large-scale freight handling facilities followed by the rise of the Chicano political activism movement and its impact on infrastructure projects and uses in Barrio Logan.

The General Plan's Historic Preservation Element provides a set of goals and policies that facilitate the preservation, protection, restoration, and rehabilitation of historical and cultural resources throughout the City of San Diego. It is also the intent of the element to improve the quality of the built environment, encourage appreciation for the City's history and culture, maintain the character and identity of communities, and contribute to the City's economic vitality through historic preservation. The element's goals include identifying and preserving historical resources, educating the public about the importance of historic preservation, and encouraging preservation through use of incentives.

HP-1

GOALS

- Preservation of significant historical resources.
- Educational opportunities and incentives to support historic preservation.



Preserve significant historical resources such as Barrio Logan's Painted Lady

The Barrio Logan Community Plan Historic Preservation Element includes specific policies addressing the history and historic resources unique to Barrio Logan in order to encourage appreciation of the community's history and culture. These policies build upon the City's General Plan and provide a comprehensive historic preservation strategy for Barrio Logan. The two overarching topic areas addressed in this element include the Identification and Preservation of Historical Resources, which provides the historic context and a discussion of designated potential historical resources, and the education, benefits and incentives related to historical resources.

10.1 IDENTIFICATION AND PRESERVATION OF HISTORICAL RESOURCES

HISTORIC CONTEXT

Prehistory

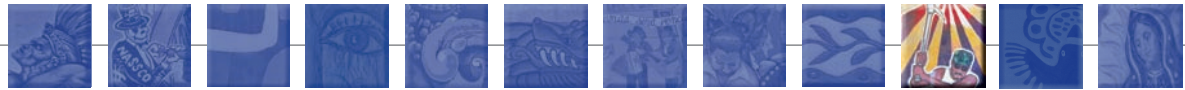
The prehistory of the San Diego region is evidenced through archaeological remains representing more than 10,000 years of Native American occupation. The earliest archaeological remains in San Diego County are believed by some investigators to represent a nomadic hunting culture. A gathering culture which subsisted largely on shellfish and plant foods from the abundant littoral resources of the area is seen in the archaeological record dating from about 6000 BC to AD 650. The Late Prehistoric Period

(AD 650 to 1769) in the City of San Diego is represented by the people ancestral to the Kumeyaay people of today.

The founding of Mission San Diego de Alcalá in 1769 brought about profound changes in the lives of the Kumeyaay. The Kumeyaay are the identified Most Likely Descendants for all Native American human remains found in the City of San Diego. A records search was completed by the South Coastal Information Center to gain an understanding of the known archaeological resources within Barrio Logan and to assess the potential for discovery of additional historic and prehistoric resources within the plan area. A total of 13 archaeological resources have been identified within the boundaries of Barrio Logan. These sites consist of four prehistoric sites representing food or tool processing or habitation activities, seven historic period sites, and two sites with both prehistoric and historic components.



Brush huts of the Kumeyaay people



The potential to discover prehistoric sites or deposits within Barrio Logan is highest in those areas near Las Chollas Creek (“Indian Point”) or along the original tidelands. Patterns of occupation sites and subsistence-based camps illustrated in the records searches for the bay area indicate that both Archaic and Late Prehistoric people focused on areas with access to fresh water and marine resources. The large prehistoric sites recorded at the mouth of Chollas Creek, on the southeastern portion of Barrio Logan, are examples of the importance of fresh water and marine resources needed to sustain a large population over time. The potential of any prehistoric sites to contribute to research questions regarding cultural occupation along the bay over the past 8,000 years is considered high. The existence of sites further



Food and tools of the Kumeyaay

away from Chollas Creek or the bay however is uncertain, because archaeological surveys have not been conducted and the ability to discern prehistoric sites in the highly urban environment is impacted by the historic development. Depositional patterns at occupation sites elsewhere around the bay have documented good preservation of shell and fish remains, as well as hearth features, midden deposits, and even human burials.

Native American representatives were contacted as part of the survey regarding potential cultural concerns related to prehistoric sites or Traditional Cultural Properties within the Community Plan area.

Based upon the record search data, the project area is considered by tribal representatives to have minimum research potential, except in those areas on the southeast side of the community where recorded sites SDI-12,090 and SDI-12,092 represent a prehistoric village situated at the mouth of Chollas Creek. This village area has been disturbed; however, components of these sites may still exist beneath the historic and modern development layers. Native American concerns regarding this area and the potential to encounter culturally sensitive sites or artifacts were expressed during the consultation process.

As part of future development within Barrio Logan, the City should consult with the Native American Heritage Commission (NAHC) early in the project planning, design and environmental compliance process by notifying the NAHC and concerned Native American parties. Details of this notification process and recommendations for continued Native American consultation and treatment of burials are found in the Historic Survey Report.

History

Historic archaeological deposits have been identified within Barrio Logan, notably in those locations where archaeological monitoring has been required for large development projects. Discoveries associated with the historic period include cisterns, privies, trash deposits, and foundations, including remains of the Coronado Railroad and the Savage Tire Factory. The ability of any of these features to provide the types of data necessary to address research questions related to the residents and the development of the community over time is dependent upon the presence of historic artifacts that represent the material cultural of the occupants of a particular location. Several examples exist from recent archaeological monitoring programs that indicate the potential is very high within the Community Plan area to discover features with associated historic artifacts that reflect the local population.



The Mariachi Building

One example is a cistern discovered at the Mercado de Barrio project in 1998 that produced a substantial quantity of bottles, containers, clothing, newspapers from World War I, and a wide spectrum of personal items and manufactured goods dating from the early 1900s through the 1950s.

The records search identified twenty buildings previously recorded including ten residences (four have been demolished), four commercial buildings, an institutional building (demolished), one industrial building (demolished), the San Diego-Coronado Bay

Bridge, the Chicano Park, the Chicano Park murals, and portions of the San Diego and Arizona Railroad and the Coronado Railroad.

Historic Survey

The Barrio Logan Historical Resources Survey addresses archaeological resources within the Community Plan area through records searches and Native American consultation. Due to the subsurface nature of archaeological resources and the unlikely expectation of encountering such resources during a reconnaissance survey in an urban setting, identification of additional archaeological resources was not attempted. Native American concerns regarding this area and the potential to encounter culturally sensitive sites or artifacts were expressed during the consultation process.

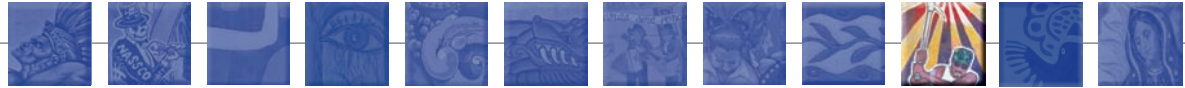
The built environment is addressed through a reconnaissance-level survey of existing properties built prior to 1965. The survey revealed that Barrio Logan's historic character has evolved from a residential neighborhood in the late 1800s to a mixed-use residential, commercial, and industrial hub today, a process that has been shaped by trends in transportation systems and the natural resources of the bay. The residential and commercial development of Barrio Logan between the 1870s and the early 1920s was driven by railroad speculation and the need for residential housing near Downtown along the planned railroad route.

The spurt of growth along the bayfront in the 1910s and 1920s was facilitated by construction of the new pierhead and filling of the tidelands, which created the bayfront commercial area occupied by the growing fishing industry and the military. Many residential and commercial buildings were constructed between 1920 and 1950 to accommodate the new residents and growing community.

With the rezoning of Barrio Logan in the 1950s, industrial uses became entrenched within the residential, commercial, and institutional areas.

In the 1960s, the construction of freeways required the destruction of the streets in the path of I-5 and the new San Diego-Coronado Bay Bridge. The historic context identifies five important themes related to the development of Barrio Logan during the American Period (1846 – present). The themes focus on chronology and include:

1. **Railroads and Streetcars** (1870s – 1920s) Residential and Commercial Development;
2. **Early Industrial Bayfront Development** (1880s – 1930s);
3. **Minority Migration/Immigration and Euro-American Exodus** (1920s – 1950s) Residential and Commercial Development;
4. **Later Industrial and Naval Bayfront Development** (1940s – 1950s); and
5. **Chicano Political Activism** (1960s to present) Chicano Community Response to Rezoning and Infrastructure Projects.



Of the 485 properties included in the survey, the majority (64%) are residential, commercial buildings account for the second largest group of properties (27%), with industrial, institutional, and recreational buildings accounting for the remaining properties. Seventeen architectural styles were observed with Craftsman and Folk Victorian the most common residential styles, and Block was the most common commercial style. These styles date to the early 20th century between circa 1920 and 1940, which is when the majority of the properties included in the survey (65%) are estimated to have been constructed.

This timeframe in Barrio Logan is associated with the Residential and Commercial Development in the Era of Minority Migration/Immigration and Euro-American Exodus (1920s – 1950s) theme and Later Industrial and Naval Bayfront Development (1940s – 1950s) historic themes.

The Barrio Logan survey only included buildings visible from the street and did not attempt to record structures on the rear of properties or along alleys. As the historic context indicates, there are potentially a considerable number of buildings older than 1965 that were constructed behind older residences that were not covered by the current survey.

The study of these obscured or inaccessible structures could provide a more complete understanding of Barrio Logan's development history.

DESIGNATED AND SIGNIFICANT HISTORICAL RESOURCES

Chicano Park and its murals (HRB#143), the George Kostakos Commercial Building (1701-1715 National Ave; HRB #799), and the artwork from the demolished Aztec Brewery (HRB #223) are listed in the City of San Diego Register of Historical Resources.

HP-5



Development of Chicano Park by Barrio Logan residents



The Metro Theater

Chicano Park and its murals are also eligible for inclusion in the California Register of Historical Resources and the National Register of Historic Places. Chicano Park and its murals are recognized as an important historic site associated the theme of Chicano Political Activism (1960s-present). In addition to these designated historic resources, at least one property, the Kelco Historical Community Mural, has been determined significant and eligible for designation through the environmental review process.

POTENTIALLY SIGNIFICANT HISTORICAL RESOURCES

Barrio Logan represents a mix of different historic periods, modified structures, and various architectural styles that are interspersed with commercial and industrial uses. No historic districts were identified within Barrio Logan as a result of the survey, although a concentration of potentially significant buildings was found between Logan Avenue and Newton Avenue,

generally bounded by Chicano Park on the northwest and S. 26th Street on the southeast.

The survey identified 98 buildings that may be considered individually significant based on City of San Diego Criterion C. Additional properties may also be found potentially significant through more detailed research.

Eight properties are identified as potentially significant because they may exemplify or reflect special elements of the community or neighborhood's development based on City of San Diego Criterion A. The majority of these properties are associated with the Residential and Commercial Development in the Era of Minority Migration/Immigration and Euro-American Exodus (1920s-1950s), which was the period in which the Mexican American community became the dominant population group in Barrio Logan. It was also the period during which Barrio Logan's residential and commercial growth was most substantial.

One property (2174 Logan Avenue) is associated with the period of earliest residential and commercial development in Barrio Logan (Residential and Commercial Development in the Era of Railroads and Streetcars [1870s-1920s]).

In 1925, the property located at 1786 Beardsley Street was purchased by the Lopez family. The New Mexico Tortilla factory was built in 1929 on this site. It was one of the first factories with an electric tortilla maker in the city. The store delivered tortillas to Old Town and also sold food to the cannery workers. Later, the tortilla factory became a restaurant called the New Mexico Café. In the 1980s, the New Mexico Café moved to the adjacent property on the corner of Newton Avenue and Beardsley Street. The family-owned restaurant is still in business today.

Most historic resources surveys identify architecturally significant buildings or important historic districts. Yet in a community that has a strong cultural history, such as the predominantly



Chicano Park and its murals are a protected historic resource



Historic Colonial Revival home located along Logan Avenue built in 1887



The New Mexico Café has been owned and operated by the same family since 1926



Mexican-American community of Barrio Logan, the influence and shaping of the landscape are more complex than can be communicated through a list of individual buildings or districts. The Mexican-American contribution to the “sense of place” in Barrio Logan may be considered a historic vernacular landscape, worthy of study and preservation measures.

Key to a successful preservation strategy for these resources will be choosing the appropriate type of preservation action. The most ideal approach to protecting the Barrio Logan cultural landscape will likely be a combination of preservation and rehabilitation. Of the many Mexican-American contributions to Barrio Logan, murals and shrines are likely to be the ones best treated by preservation.

Rehabilitation is the approach that will likely be best applied to other elements of the landscape such as enclosed and personalized front-yards and the use of color to fill blank walls. In the case of



Enclosed front yards of historic homes along Newton Avenue

enclosure, for instance, rehabilitation would likely have less emphasis on the actual historic fabric itself (such as the age of the fencing material) than on the concept of enclosure itself. The same may be true of the use of bright colors, advertising, and graffiti. Those elements would remain but would be free to evolve over time.

POTENTIALLY SIGNIFICANT HISTORICAL RESOURCES POLICIES

Policy 10.1.1 Conduct additional research on buildings identified as potentially significant in the survey report to evaluate their eligibility for listing in the City’s Historical Resources Register.

Policy 10.1.2 Conduct additional research and field work to determine whether a historic commercial district may be present along Logan Avenue.

Policy 10.1.3 Conduct additional field work to identify buildings that were obscured or inaccessible during the Barrio Logan Historic Reconnaissance survey.



Policy 10.1.4 Develop a historic context statement related to the Mexican-American “sense of place” and cultural landscape evident throughout the community to assist with the identification, evaluation and preservation of resources significant to that history. The context statement should include an oral history component to inform the context about those properties valued by the community.

Policy 10.1.5 Conduct project specific Native American consultation early in the development review process to ensure adequate data recovery and mitigation for adverse impacts to significant archaeological and Native American sites. Refer potentially significant historical and cultural resources to the Historical Resources Board for designation.

Policy 10.1.6 Allow concerned Native American parties an opportunity to comment on or participate in any treatment plan for any sites with cultural and religious significance to the Native American community.

Policy 10.1.7 In the event that Native American burials are anticipated or inadvertently discovered during controlled archaeological excavations or any phase of construction, it is recommended that the concerned parties shall seek to avoid direct and indirect impacts to the site(s) as the primary mitigation alternative. Treatment of sites containing human remains, funerary objects, sacred objects or objects of cultural patrimony

should proceed according to applicable laws and in accordance with the Native American Graves Protection and Repatriation Act (NAGPRA; 43 CFR 10), as appropriate, and any agency-specific rules and procedures for handling such matters.

Policy 10.1.8 Recommend that if human remains are uncovered, no further disturbance of the site shall occur until the County Coroner has made the necessary finds as to origin and disposition of the remains.

10.2 EDUCATION, BENEFITS AND INCENTIVES RELATED TO HISTORICAL RESOURCES

Revitalization and adaptive reuse of historic buildings conserves resources, uses existing infrastructure, generates local jobs and purchasing, supports small business development and heritage tourism and enhances quality of life and community character. The successful



Adaptive reuse of historic buildings provides new opportunity for small business

implementation of a historic preservation program requires widespread community support. Creating support for historic preservation requires public understanding of the significant contributions of historical resources to the quality and vitality of life, aesthetic appeal, and cultural environment of the community. In order to better inform and educate the public on the merits of historic preservation, information on the resources themselves, as well as the purpose and objectives of the preservation program, must be developed and widely distributed. A number of community organizations including the Logan Heights Historical Society, Chicano Park Steering Committee and the Logan Avenue Business Association would be excellent partners in this education and outreach effort.

There are a number of incentives available to owners of historic resources. The California State Historic Building Code provides flexibility in meeting building code requirements for



Historic preservation is an important component to Barrio Logan's identity

historically-designated buildings. Conditional Use Permits are available to allow adaptive reuse of historic structures consistent with the U.S. Secretary of the Interior's Standards. The Mills Act provides property tax relief to owners to help rehabilitate and maintain designated historical resources. Additional incentives recommended in the General Plan.

EDUCATION, BENEFITS AND INCENTIVES POLICIES

Policy 10.2.1 Foster preservation of designated historic resources through use of incentives.

Policy 10.2.2 Continue to use existing incentive programs and develop new approaches, such as architectural assistance and relief from setback requirements through a development permit process, as needed.

Policy 10.2.3 Encourage incentives for new development that could transfer the development rights from potentially and designated historic structures in order to preserve, maintain and rehabilitate them.